

Minority Business Program Annual Report City of Asheville, North Carolina



July 1, 2005 – June 30, 2006

“Reshaping the Way Women and Minorities Do Business with Local government”

A Year of Transition: Goals & Objectives

In the fall 2005, the Minority Business Program, formerly the Asheville-Buncombe Office of Minority Affairs came under the sole direction of the City of Asheville. This program had been a joint collaboration since 1996. The City of Asheville decided to focus on the city's outreach efforts and additionally moved the program under the newly formed Office of Economic Development in November 2005.

The Minority Business Program is transitioning as a City of Asheville program and this report lays out the specific steps of the on-going transition. The program continues to examine outreach efforts, process refining, and learning more about city operations.

The transitions which are still underway included the following for fiscal year 2005-06:

- **Certification** through the State of North Carolina's Office of Historically Underutilized Businesses.
- **Advising all minority businesses of the program change.** This has been managed well and there is continued collaboration with Buncombe County Purchasing on outreach efforts and their minority business outreach plan.
- **Shifting outreach efforts** to include all the ways in which the city uses vendors such as warehouse expenditures, Bele Chere, Film Festival, etc. The City of Asheville has a unique venue for vendors and exploring that will help capture non-traditional vendors for certification.
- **Getting a better understanding of City of Asheville operations** by meeting with department heads and contacts and providing information to help each department with their particular needs and operations.
- **Reviewing the MB program process with departments** on what it is and how it works to better understand program goals and objectives.
- **Review of all reporting data** including monthly expenditure reports, visa transactions and warehouse expenditures.
- **Updating the MB Plan** to reflect the move to the City of Asheville and change in the certification process and reporting. This was completed and presented to the City Council in March 2006.
- Discussion with the **Minority Business Commission** about continuing as an advisory board to the MB program and to the local governments with the recent changes. With the update approval of the Plan, the Minority Business Commission no longer serves as an advisory committee for the minority business program. The organizations representing these members have been kept updated on the progress of the program.

The results of this transition are notable which include but are not limited to: the increase of availability of minority businesses; inclusion of warehouse activities; identification of procurement card purchases; and outreach to businesses currently contracting with the City.



Brenda G. Mills
Minority Business Program Coordinator
Office of Economic Development

Annual Report Contents

This Annual Report has been prepared consistent with the requirements of the Minority Business Plan to cover the period of **July 1, 2005-June 30, 2006**. The Report covers the progress of the program, challenges that still exist and recommended steps to continue to increase minority business participation.

The Annual Report for FY05 is available through the Minority Business Program and on line at **www.ashevillenc.gov**. This Annual Report will be available after presentation to the Sustainable Economic Development Advisory Committee, which serves in an advisory role to the City Council, City Manager and the Director of the Office of Economic Development on matters pertaining to or affecting economic development within the City.

We encourage you to become more involved with increasing minority business participation in the City of Asheville.

For more information, contact:

**Brenda Mills, Coordinator
Minority Business Program
Office of Economic Development
29 Haywood Street
Asheville, NC 28801**

**(828) 232-4566 Phone
(828) 350-0072 Fax**

**Email: bmills@ashevillenc.gov
Website: www.ashevillenc.gov**

Outreach, Partnerships & Advocacy

Partnering with local agencies that serve business owners has been beneficial to the MB Program for the development and growth of minority businesses and as an outreach tool. Partnering has served to increase networking and educational opportunities for all business owners. The following is a list of partnering agencies, advocacy, outreach, sponsorship and staff involvement during **FY 2005-06**:

- Asheville Business Women's Association Meetings
- Business service providers who meet monthly on ways to capture and retain businesses and prospective businesses in the WNC area
- CAGP (Carolinas Association of Government Purchasers) Spring & Summer Conference
- Carolinas Minority Supplier Development Councils (CMSDC) – member
- Chamber 2006 Business Recognition Luncheon and Table Top Networking Event
- Clingman Residents Association presentation about the MB Program
- Day of Caring / Campaign Kickoff!
- Film Festival Volunteer
- Goombay! 2005 volunteer
- Human Race planning committee and volunteer
- Martin Luther King, Jr. Prayer Breakfast 2006 and Planning Committee
- Mission Hospitals Diversity Committee (working specifically with supplier diversity and construction)
- NAACP Minority Career Fair (Planning Committee)
- Regional Purchasing & Contracting Workshop (School of Government)
- RiverLink presentation on the minority business program for members
- S.C.O.R.E. 40th Anniversary Lunch / Networking
- SELF HELP Advisory Board
- Small Business Jumpstart – ABTECH Enka Campus
- United Way Board / The Volunteer Center Committee Chair
- YWCA Board

Associations and Membership Organizations

- Asheville Area Chamber of Commerce
- Asheville Regional Housing Consortium – appointed Fall 2005
- Carolinas Association of Governmental Purchasers (CAGP) – member since 2003
- Martin Luther King, Jr. Association member since 2004
- Minority Enterprise Development (MED) Week Planning Committee (Chair) - member since 1998
- North Carolina M/WBE Coordinators Network (local governments, state and federal with minority outreach programs) – member since 1998

Site Visits, Meetings & Referrals with Minority Businesses

Acclimating minority businesses on how the City of Asheville operates is key to helping them navigate successfully and increases the likelihood they will respond to solicitations and win!

It is tremendously beneficial to meet with minority business owners on a regular basis. These meetings help with updating information, learning about additional needs, and to allow business owners to outline what kinds of information or access they need to make their relationship to city government contracting and purchasing more beneficial.

For that reason, there is an on-going effort to meet with minority businesses in house or at their place of business. For the fiscal year of 2006, there were **63** meetings and site visits (**in comparison to 36 for fiscal year 2005**) with minority businesses ranging from questions about certification, vendor registration, privilege licenses, contact with key city departments, etc. This includes existing minority businesses to new businesses who have inquired about doing business with the City of Asheville. In addition to these contacts, there have been **187** referrals to the program (**in comparison to 77 for fiscal year 2005**)

The City departments have been very helpful in allowing for these referrals, taking time to meet with minority business owners about their services and products for future contracting or purchasing needs, as well as the government channel segment on the program and community involvement and outreach.

Training Opportunities for 2005-06

How to do Business with City and County (August 2005)

NC Department of Transportation Presentation (October 2005)

Doing Business with the Federal Government (November 2005)

Contractors Course in conjunction with Bovis Lend Lease and Mission Hospitals
(January/February 2006)

Opportunities Conference (March 2006)

How to do Business with City and County (April 2006)

**Asheville Regional Airport Outreach in conjunction with the
N.C. Department of Transportation (May 2006)**

Women's Conference in conjunction with Mountain Biz Works
(formerly Mountain Microenterprise Fund) – May 2006

**Aspiring Entrepreneurs Night in conjunction with Mountain Biz Works
(formerly Mountain Microenterprise Fund) – May 2006**



Statistical Report of Minority Participation

What the Statistical Information Shows:

The City of Asheville's final percentage is **5.8%**, which is an increase from FY05. See comparison numbers below:

Comparison of Fiscal Years	City of Asheville Annual Expenditures to Minority Businesses	Total Annual Expenditures by the City of Asheville
FY03 (5.75%)	\$1,521,284.05	\$26,441,210.92
FY04 (6.49%)	\$1,355,382.51	\$20,868,898.41
FY05 (4.1%)	\$971,314.44	\$23,480,015.74
FY06 (5.8%)	\$1,762,035.08	\$30,456,198.98

Another review of monthly expenditure reports found that expenditures to minority owned businesses from the warehouse operations had not been accounted for and with the assistance of Finance, we added expenditures for the City's visa card program through monthly reports on visa activity. All areas have seen an increase for expenditures; the slight dip for procurement is due to reporting those persons under warehouse operations.

Warehouse expenditures will be a part of the monthly report for FY2007 and will not be listed separately. This is a tremendous addition to the report as it shows our efforts in all areas are being successful.

Lastly, the increase is also due in large part to the registration of minority vendors with the State of North Carolina through the VendorLink system. This allows provides more access to minority vendors. This will continue to increase as businesses register with the State.

TOTAL EXPENDITURES BY SERVICE/CONTRACTING CATEGORIES AND MINORITY STATUS For Fiscal Year Ending June 30, 2006

PROCUREMENT

African Americans	\$ 3,396.00
Hispanic, Asian & Native American	\$15,029.52
Women	\$42,295.04
TOTAL	\$60,720.56

PROFESSIONAL

African Americans	\$110,610.63
Hispanic, Asian & Native American	\$ 43,213.06
Women	\$235,567.70
TOTAL	\$389,391.39

CONSTRUCTION

African Americans	\$ 108,321.10
Hispanic, Asian & Native American	\$ 10,800.00
Women	\$ 979,577.49
TOTAL	\$1,098,698.59

Annual Reported Expenditures	\$1,548,810.54
Warehouse Expenditure Accounts	\$ 179,755.00
Procurement Card Expenditures	\$ 33,469.54

Total Expenditures - Certified Minority Businesses	\$1,762,035.08
---	-----------------------

Annual Reported Expenditures	\$25,991,415.39
Warehouse Expenditure Accounts	\$ 3,030,629.41
Procurement Card Expenditures	\$ 1,434,154.18

Total Expenditures for the City	\$30,456,198.98
--	------------------------

Percentage with Certified Minority Businesses 5.8%

- Monthly expenditure reports for purchasing and contracting for the City's activities for this reporting purpose. The report contains information on all businesses contracting including minority owned.
- Warehouse accounts include those that are issued for but not limited to term contracts for supplies.
- Reports are provided for procurement card purchases, which show transactions, by business name.

LIST OF CERTIFIED MINORITY BUSINESSES

Contracting with the City of Asheville

Fiscal Year Ending June 30, 2006

PROCUREMENT (16)

Ad Concepts, Inc. (W)
 All-Star Safety (W)
 Asheville Communications, Inc. (I)
 Asheville Chevrolet (H)
 Asheville Wireless Inc (I)
 Carolina Mulch Plus, Inc. (W)
 Endless Ideas (W)
 Foust Corporation (B)

Northern Video Systems (I)
 Professional Business Interiors, Inc. (W)
 Silverman Company (W)
 Southeastern Distributors (W)
 Standard Paper Sales Inc. (W)
 TEC Utilities Supply, Inc. (W)
 Transafe, Inc. (W)
 WILLCO (W)

PROFESSIONAL (29)

A Stitch 'N Time (W)
 A.L. Odom Locksmith (W)
 Auten Printing, Inc. (W)
 Bingham Arbitrage Rebate Svcs, Inc. (W)
 Carolina Shredding Services (W)
 Daystar Interpreting Service (W)
 Donnie Appleseed's Landscaping (W)
 Edwards-Pitman Environmental (W)
 Glazer Architecture (W)
 Greater Diversity News (B)
 Hutchison, Biggs & Associates Inc. (W)
 ICI Door Controls (W)
 Imaging Resource Associates, Inc. (W)
 Incentives for Excellence (I)
 Keen Impressions (W)

Kisinger Camp & Associates Corp. (H)
 L & M Janitorial Service (B)
 Laurey's Catering (W)
 Loretta's (W)
 Mathews Architecture, P.A. (W)
 Mayfel's (W)
 Mountain Embroidery (W)
 Ontario Investments, Inc. (W)
 Quality Janitorial Group Inc. (B)
 Qualla Security, Inc. (I)
 Rivertop Contracting, Inc. (W)
 Stay Alert Safety Services, Inc. (W)
 T & E Technology (B)
 The Ritz Restaurant (B)

CONSTRUCTION (10)

Asheville Contracting Company (W)
 CAT Network Systems (W)
 Carolina Cornerstone Const., Inc. (W)
 Dee Williams and Company, Inc. (B)
 French Broad Paving, Inc. (W)

Green Light Electric, Inc. (W)
 Monzon Painting & Drywall Work (H)
 Riverside Stump Dump (W)
 Thomas Painting & Staining (B)
 Wheeler Construction Company (W)

Total of Certified Minority Firms Doing Business with the City of Asheville – 55

NUMBER OF BIDS VS. NUMBER OF MB CONTACTS AND RESPONSES For Fiscal Year Ending June 30, 2006

<u>PROCUREMENT</u>	NUMBER BIDS	PERCENTAGE
RFPs (Requests for Proposals/Quotations)	322	
Certified MBs Contacted	144	
Certified MBs Responding	67	47%
Projects with no eligible Certified MBs	234	73%
Firms contacted claiming minority status	1	
Bids awarded to Certified MBs	21	6.5%
<u>PROFESSIONAL</u>		
RFPs (Requests for Proposals/Quotations)	13	
Certified MBs Contacted	12	
Certified MBs Responding	1	8.3%
Projects with no eligible Certified MBs	6	46%
Firms contacted claiming minority status	0	
Bids awarded to Certified MBs	0	0%
<u>CONSTRUCTION</u>		
RFPs (Requests for Proposals/Quotations)	16	
Certified MBs Contacted	69	
Certified MBs Responding	43	62%
Projects with no eligible Certified MBs	1	6.3%
Firms contacted claiming minority status	0	
Bids awarded to Certified MBs	7	44%



Prepared by:

Brenda G. Mills
Minority Business Program Coordinator
Office of Economic Development
City of Asheville
29 Haywood Street
Asheville, NC 28801

Phone: (828) 232-4566 Fax: (828) 350-0072
Email: bmills@ashevillenc.gov
Website: www.ashevillenc.gov